

2015 MARKETING OPPORTUNITIES

BANKING NEW YORK



Our Members Are Your Best PROSPECTS.

Start building stronger business relationships today.

New York is the banking and finance capital of the country, and one of the largest financial centers in the world. Its institutions have an impressive amount of deposits, assets, wealth and power. Banking New York is distributed to 7,500 readers at 240 banks throughout New York state, and it serves CEOs, presidents, CFOs, vice presidents, compliance officers and a variety of specialists.

You can promote your products, services and solutions within the pages of New York's own quarterly banking publication. Now in the third year of partnership with the Independent Bankers Association of New York (IBANYS), the magazine's reach and coverage is more extensive than ever, and you will directly reach the top financial executives.

The industry looks to Banking New York as a valuable and dependable source of financial information, and our mission is to provide decision-makers at all levels with the facts, research, and analysis that keep them at the top of their game.



To learn more about **Banking New York** or to customize a marketing program unique to your business needs call, **800-356-8805 ext. 307** or email advertising@thewarrengroup.com.

Published by The Warren Group in partnership with the Independent Bankers Association of New York

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine, **Banking New York**

> ONLINE

Website and Digital Magazine Advertising
Direct Email Marketing

> EVENTS

Sponsorship and Exhibiting Opportunities at
The Banking New York Conference



Benefits of Trade Publications

NEW in 2015!! Banking New York Conference & Expo April 2, 2015 at the Doubletree Hilton, Tarrytown, New York.

From the producers of BankWorld, a comprehensive one-day conference that maps the future of banking from all aspects of the institution. Meet face to face with hundreds of bankers and decision makers. Speaking opportunities are available. Call for details on sponsoring and exhibiting.

"By working with the Warren Group throughout the years, we have been able to consistently increase our market share year over year as well as stay in touch with our valuable client base. The Warren Groups Banking New York publication facilitates CEIS Review to stay in touch with client and prospects within our home market"

— Justin Hill, Director CEIS Review



Which of the following actions have you taken after reading your state banking magazine?

Visited a Company's Website	64%
Passed the Magazine or Information on to a Colleague or Business Contact	59%
Saved an Ad or Article for Future Reference	37%
Conducted Further Research	29%
Contacted a Company for More Information	15%
Recommended a Product or Service	14%
Purchased a Product or Service	9%

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DIGITAL SOLUTIONS



DIGITAL ADVERTISING

Each issue has an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the email, and how many clicked on your advertisement. **Top & Bottom Banner** (728 x 90) \$450, **Square** (300 x 250) \$350

DIRECT EMAIL CAMPAIGNS

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all, or selected parts, of our banking audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing. Opportunity is exclusive to two clients per month.

DIGITAL ISSUE BELLY-BAND

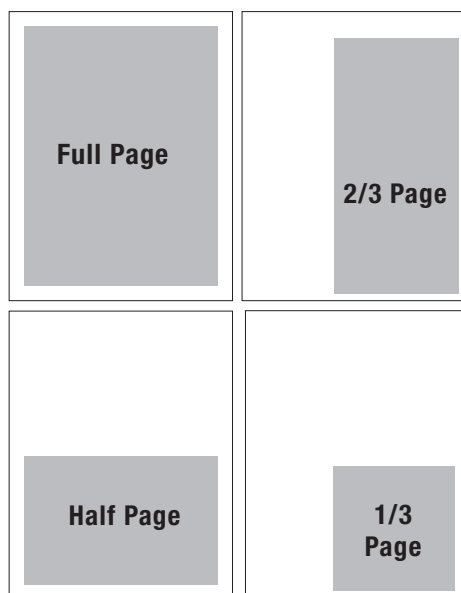
Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smart phones. Includes a 300 x 250 pixel ad on the email that delivers the digital issue to readers. **8.375" x 4" \$1,385**

BANKING NEW YORK WEBSITE

Reach the executive banking community throughout New York. CEOs, presidents, CFOs, vice presidents, and more. The website has the latest news, as well as product, service, and technology updates. **12x \$225/mo., 6x \$275/mo.**

ADVERTISING RATES

PRINT DIMENSIONS



▶ ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

▶ SENDING ADVERTISING MATERIALS

Email your ad rep or **advertising@thewarrengroup.com**. Please use the advertiser's name in the subject line of the email.

SENDING LARGE FILES: www.wetransfer.com

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375" w x 10.875" h	\$2,520	\$2,800
2/3 Page 4.75" w x 9.75" h	\$2,015	\$2,240
Half Page 7.25" w x 4.75" h	\$1,765	\$1,960
1/3 Page 4.75" w x 4.75" h	\$1,385	\$1,540
Back Cover (bleeds) 8.375" w x 10.875" h	\$3,025	N/A
Inside Cover (bleeds) 8.375" w x 10.875" h	\$2,900	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Issue 1	2/2	2/9	3/10
Issue 2	5/12	5/19	6/11
Issue 3	8/11	8/17	9/14
Issue 4	10/13	10/20	11/10

ADVERTORIAL

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action. – Call 800-356-8805 ext. 307 today for details